Revival from the Great East Japan Earthquake by "Fukushima Game Jam"

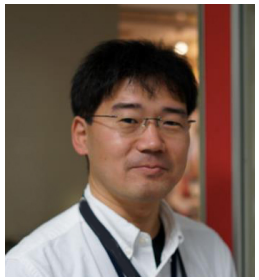
Nakabayashi Toshifumi

Vice President, IGDA Japan
CEO, Cyberz Inc.

GAME DEVELOPERS CONFERENCE 2014
SAN FRANCISCO, CA
MARCH 17–21, 2014
EXPO DATES: MARCH 19–21

My Profile: Nakabayashi Toshifumi

- Project Leader of the **Fukushima Game Jam** (FGJ)
- Vice President of IGDA Japan
- CEO of Cyberz Inc.



-Project Management/Software Engineer
-Community Management Service
-Technical consultant for online game development

igda Japan chapter

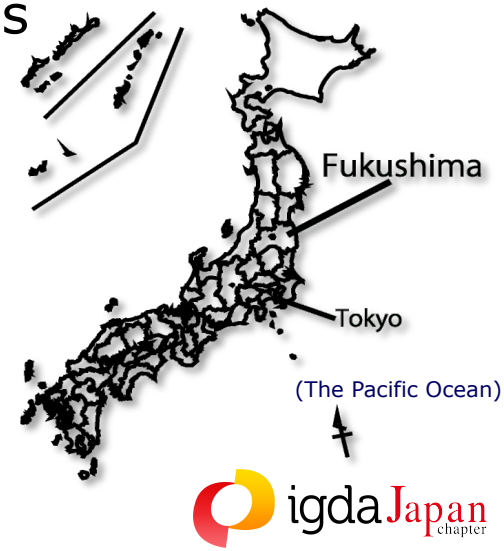
Cyberz Inc.

igda Japan chapter

March 11, 2011

- Japan suffered an unprecedented disaster called **the Great East Japan Earthquake**.
- Fukushima I Nuclear Power Plant was damaged by the tsunami and melted down, and clean-up work still continues.
- Around Fukushima, radioactive contamination has damaged the major industries of agriculture and fishing in the area.





igda Japan chapter

Overview of FGJ

1. Professional/amateur/student game developers gather in the main halls in Fukushima, and create games in 30 hours.
2. In cooperation with USTREAM, the event was broadcast within and beyond Japan from the opening ceremony to the closing ceremony.
3. Game Jam participants from Tokyo inspected the tsunami-affected areas before starting.
4. A workshop for children was also conducted.



igda Japan chapter


igda Japan
chapter

Timetable of FGJ

Day	Time	Event
1	AM0	The participants from Tokyo leave by bus
	AM6	The participants visits the tsunami-affected areas
	AM8	Participants arrive at the event hall
	AM10	Opening Ceremony/Start Jam (USTREAM begins)
	PM3	Design presentation
	PM11	α (alpha) version presentation
2	AM8	β (beta) version presentation
	PM5	Last Presentation/Closing Ceremony (USTREAM ends)
3	AM0	The participants depart the event hall

$$7\text{Members} \times 30\text{Hours} = 210\text{Hours} \fallingdotseq 30\text{Days}$$

igda Japan chapter

Visiting the tsunami-affected area

August 3, 2013





The guide was also a victim of the disaster

igda Japan chapter

A large number of wrecked cars remain



August 3, 2013

igda Japan chapter

Only house foundations remain after the tsunami



August 3, 2013

igda Japan chapter

Opening Ceremony & Development







The game jam theme and the teams were announced at the opening ceremony

igda Japan chapter

Visitor



Children came to the hall and received lectures about game development

igda Japan chapter

Staff





A presentation was performed by USTREAM at every phase.

igda Japan chapter

Presentation







igda Japan chapter

Closing Ceremony



igda Japan chapter

FGJ Concept

The basic idea was simple:

Let's contribute to revival through our favorite activity:

Game Development!

igda Japan chapter

Concept (1/3)

Introduce the present condition of the affected area, and motivate game developers help with the revival.







igda Japan chapter

Concept (2/3)

- IT/Game industry is not affected as much by the radiation.
- Offer an educational program to local youth to learn game development processes and tools as a long-term profession.
- Students learned all aspects of game development.



igda Japan chapter

Concept (3/3)

- Realize a new IT industry cluster in northeast Japan.
- Participants stay connected via Facebook, etc.
- Long-term cooperation was established through a meeting with the town of Minamisoma.







igda Japan chapter

Circumstances

1. In June 2011, Kiyoshi Shin, former leader of IGDA Japan, was introduced to Minamisoma in Fukushima prefecture by a GGJ journalist.
2. Kiyoshi soon proposed holding a local game jam in Minamisoma on Twitter.
3. In only 40 days following the tweet, IGDA Japan quickly prepared and executed the Fukushima Game Jam.

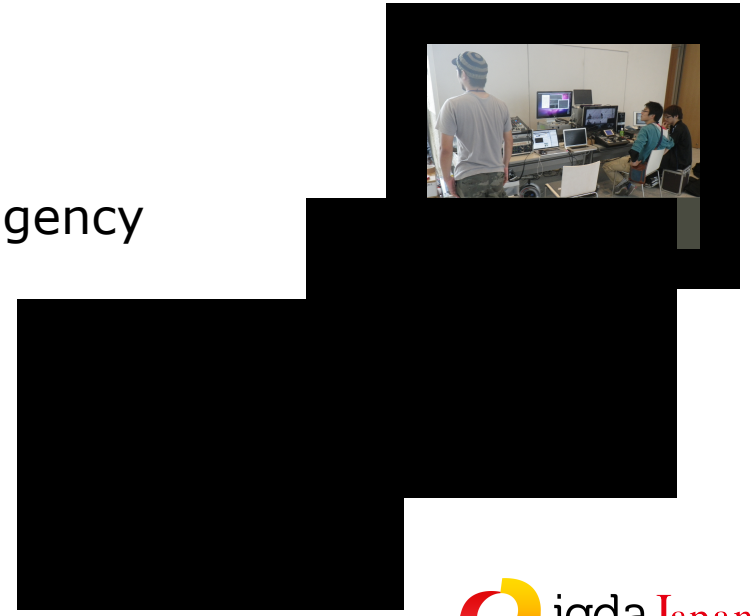


igda Japan chapter

FGJ Project Team – 40 day Task List

Adjustment and preparation of the infrastructure for offering the FGJ, workshops, and USTREAM:

- Settlement of the event outline
- Budget control / settlement of accounts
- Arrange financing from sponsors
- Negotiation with the local government agency
- Staff adjustments
- Insurance contract
- Creation of press releases
- Creation of workshop
- Act as the MC



igda Japan chapter

FGJ Locations in 2013

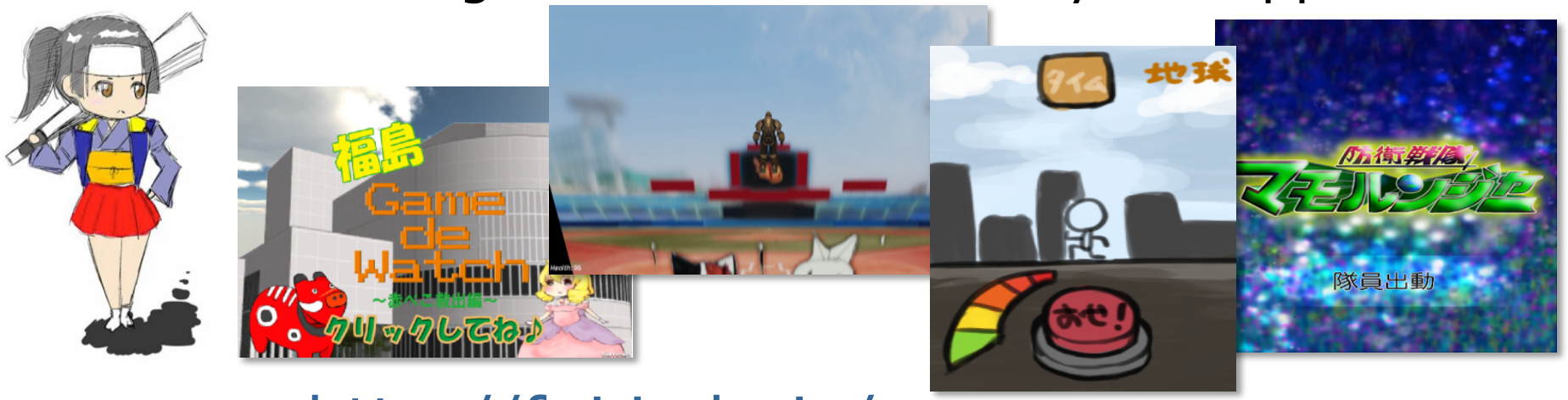


- Fukushima Main Halls
  - Minamisoma, Fukushima
  - Koriyama, Fukushima
- Japan Satellites
  - Hatchioji (Tokyo), Shinjuku (Tokyo), Kanagawa, Nagoya, Ishikawa, Kyoto, Okinawa
- Overseas Satellites
  - Taiwan, Bogota (Colombia), Medellin (Colombia), Chile

igda Japan chapter

2013 Results

- 16 games completed at the Fukushima sites.
- All the games are hosted on the official FGJ site
- One of the games was released by the AppStore!



http://fgj.igda.jp/

igda Japan chapter

FGJ Timeline & North East Japan

Aug, 2011	**Fukushima Game Jam 2011**
Jan, 2012	GGJ (Global Game Jam) Sendai, Miyagi Satellite (1st)
Aug, 2012	**Fukushima Game Jam 2012**
Nov, 2012	Koriyama, Fukushima 1-day Game Jam (1st)/monthly IGDA Tohoku chapter formed
Jan, 2013	GGJ Koriyama, Fukushima Satellite (1st)
Jun, 2013	Sendai, Miyagi 1-day Game Jam (1st)
Aug, 2013	**Fukushima Game Jam 2013**
Jan, 2014	GGJ Koriyama (2nd)
Future	We have high hopes!

igda Japan chapter

FGJ's Growing Scale

	2011	2012	2013
Countries/ Regions:	1	2	**4**
Halls:	5	5	**14**
Participants:	120	170	**531**
Theme:	Connection	Rise	**Jump**

igda Japan chapter

Personnel Training

WIZ 専門学校国際情報工科大学校

ART and DESIGN 国際アート&デザイン専門学校

Development Tool / Middleware

OPTPiX SpriteStudio®

MATCHLOCK

CRIWARE CRIWARE mobile CRI Middleware Co., Ltd.

unity

AUTODESK.

EPIC GAMES

UEI

Promotion

groovesync

AIM ENTERPRISE INC.

Consulting Service

Cyberz Inc.



Game Creators

System/Infrastructure Provider

DELL

IPQ IP Quick

Community

igda Japan chapter

福島県 南相馬市 igda

The FGJ was a professional partnership across many different functions.

igda Japan chapter

Conclusion

- People perceive the FGJ to be very hard work.
- But for me, it's a pleasure to be involved, and I really enjoy the hackathon process for establishing the FGJ.
- The FGJ organizers really enjoy the event as much as the participants!
- The revival of Fukushima will be long, but our sacrifice of time and effort can help them endure.

igda Japan chapter

Fukushima Game Jam

Fukushima Game Jam

Fukushima GameJam

Game developers have a lot to contribute,even to the revival from a major natural disaster.

Let's continue to support the effort!





fgj_force@igda.jp

igda Japan chapter

Fukushima Game Jam

Fukushima Game Jam

Fukushima GameJam

Game developers have a lot to contribute,even to the revival from a major natural disaster.

Let's continue to support the effort!





fgj_force@igda.jp

igda Japan chapter